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In This Issue: **Ontario's Beer Problem**—A Survey by Erland Echlin



It takes a Truck Engine TO STAND the Gaff

A **PASSENGER** car engine is called on to deliver from a fourth to a half of its full power most of the time. The average heavy-duty **TRUCK** engine delivers from three-fourths to all of its power practically all of its working time.

In terms of delivered energy the output of a **TRUCK** engine is perhaps four times as great per mile of travel. If the average car is disposed of at 50,000 miles, hundreds of hard-working trucks should be entitled to retirement in a few months' time. Nothing could be further from the minds of either the builder or the owner of

the good truck. Thousands of International Trucks have traveled upwards of two to three hundred thousand miles, every mile a **TRUCK** mile.

The remarkable test many a fine quality is an engine, but the **TRUCK** tests rugged strength as well. For more than twenty years the builders of International Trucks have built **TRUCKS ONLY**. Question any International owner as to the result.

INTERNATIONAL HARVESTER CORP. OF CANADA, LTD.
Buckeye, Canada. Truck Factory at London, Ont.



Illustration shows the 247 1/2-ton Super Model L-40. See the 247 1/2-ton International L-40 at all International Truck Sales and Service Stations. Sales to you at 247 1/2-ton.

INTERNATIONAL TRUCKS

THE GERM NOBODY KNOWS

Does a Mysterious Filtrable Virus Cause Common Cold?



MAY BE YOU read to avoid an autumn bout, all across the ocean without what, swirls the sky from atmosphere billions are miles above the earth—but the common cold remains a little as yet unraveled by science.

United biologists and widely doctors still debate the nature of the creature as it, despite little exact knowledge concerning prevention and cure.

This much is certain. I've lost, recovered, and died as not primary cause but merely predisposing factors which reduce the constant forces of



the body. If all authorities agree that a cold is an infection resulting from some disease-producing agent helping in the tissues of the throat at a site.

Isolated germ? Controversy rages. The question splits highest authorities into two groups. One has

seen that while are caused by several different species of bacteria, pneumococci, streptococci, E. coli, and H. influenzae, all of which are visible under the microscope.

The other group, in a sense of brilliant experiments since 1914, believes it has isolated the particular organism of the common cold.

The nasal secretions of persons with cold are passed through a porcelain filter fine enough to remove all known bacteria. This filtered secretion, presumably free of bacteria, produces a cold when



dropped into the nostrils of healthy volunteer subjects? From this experiment, all reported, the conclusion is that the cause of common cold is a filtrable virus so minute they find it is beyond the limit of visibility in the most powerful microscopes are constructed.

The cause of a cold may be the germ activity known, but whatever knowledge of this subject is available anywhere in the world is systematically collected in the research laboratory of the Listerine Pharmaceutical Company.

There literally thousands of research papers are

collected, digested, cross-checked. These able bacteriologists are constantly engaged in testing antibiotics, in comparing results in the destruction of specific



organisms, variations in disease, resistance in body fluids.

In Paris at Clinique Pasteur, in Washington at the International Federation, in many of the clinics and laboratories of the great American universities, you



might even a Listerine staff bacteriologist discussing important research in the field. This is the happening, not science, the technical skill, the exceptional men, which generate the battle of Listerine Antiseptic which you buy at your neighborhood drug store, at Boston, Boston, New York, or London.

LISTERINE PHARMACEUTICAL COMPANY, Toronto, Ontario

LISTERINE

The deep antiseptic with the pleasant taste

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Fine Silverware—to reflect your Christmas Greetings

"I just know it's *Community Plate*"